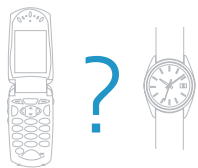# fluid~time

USING INFORMATION AND COMMUNICATION TECHNOLOGY TO FIT SCHEDULES TO PEOPLE, NOT PEOPLE TO SCHEDULES.

Today people are increasingly individualistic and flexible in the way they lead their lives and manage and organise their time. Yet they are often dependent on fixed timetables that do not reflect actual changes of events, and so do not accomodate people's personal time flow very well.

The ancient Greeks had two words for time: *Chronos* and *Kairos*. Chronos means absolute time: linear, chronological, quantifiable. Kairos, on the other hand, means opportunity, chance, unpredictability.

We are experiencing a dramatic shift from Chronos to Kairos. Under our very eyes, the world is shifting from abstract, structured clock-time - Chronos - which shaped modernisation and industrialisation, to a much more personal, fluid and flexible way of timing our activities - Kairos.
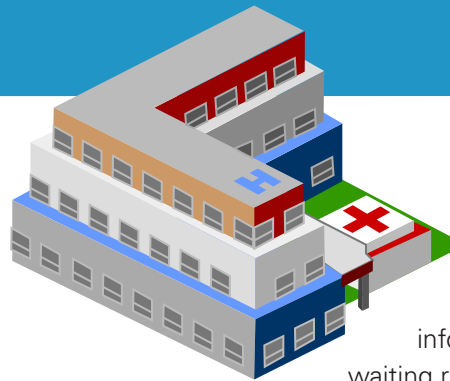
This change offers a great opportunity to develop new time services and products. We can harness the power of network technology to deliver meaningful, personalised, and valuable time information.

The fluid~time project aims to develop tools that give people real-time information about public and private services to help them organise their personal time flow.
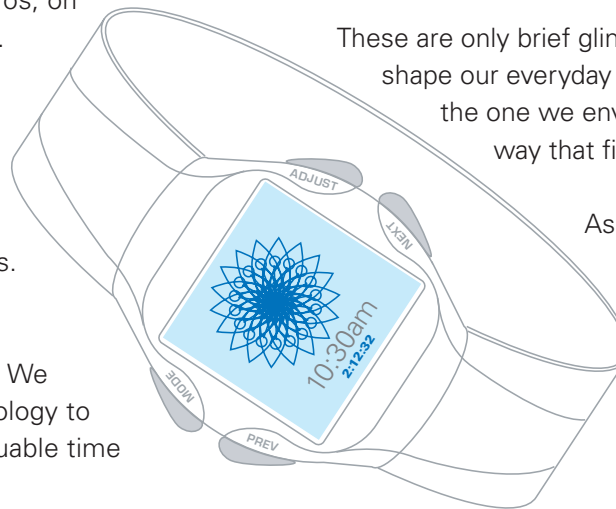
Take, for example, all the business travellers on their way to the airport, only to discover when they arrive that their plane has been delayed. Today it's possible to provide these busy travellers with a 'time service' wherever they are - at home, at work, in transit.
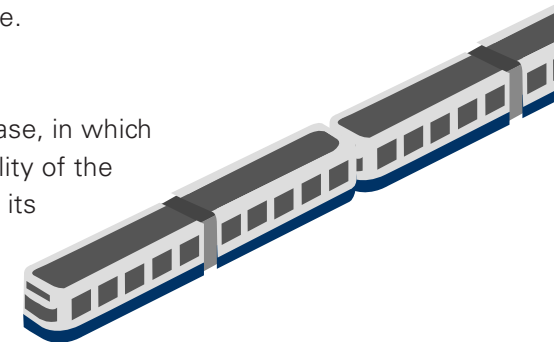
Imagine your doctor's appointment is delayed and you are immediately informed. Instead of being forced to sit in a waiting room not knowing for how long, you relax in a cafe and use the extra time to read, make phone calls, or just chill out.

These are only brief glimpses of a new way of living time that will soon shape our everyday life. In short, with a time information service like the one we envision, people will be able to arrange time in the way that fits them best.

As interactive service design experts, we have been working together to design new, practical service and product innovations based on the power and potential of both wired and wireless networks. We are convinced that we are developing what can truly become the services of the near future.

We are about to enter a new Project phase, in which we will further develop not only the quality of the experience of this new service, but also its technological and business feasibility.

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